

The innovation and development of marketing mode of traditional metal enterprises under the background of digitalization

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Abstract: With the advancement of the digital wave, traditional metal manufacturing enterprises are facing unprecedented development opportunities and severe challenges. From the perspective of digitalization, this paper deeply analyzes the innovation and development of the marketing mode of traditional metal enterprises, and provides a useful reference for enterprises to explore the path of marketing mode reform. Firstly, it reveals the problems and current situation of traditional metal enterprises. Secondly, by analyzing the typical cases of the marketing mode of traditional metal enterprises, the success and problems of the management of traditional metal enterprises are discussed. Finally, under the background of digital technology, this paper puts forward some countermeasures and suggestions for the innovation of marketing mode, which is helpful for traditional metal enterprises to make full use of the advantages of digital technology and realize the innovation and upgrading of marketing mode.

1. Introduction

With the rapid development of science and technology, Internet technology has brought unprecedented development opportunities for traditional metal enterprises, but also accompanied by certain challenges. On the one hand, with the help of the broad platform of the Internet, metal enterprises can expand their sales channels, more extensive contact and attract consumers; on the other hand, the popularity of Internet technology has also intensified market competition, and put forward higher requirements for the digital ability and innovation ability of enterprises. There are many problems in traditional metal marketing. For example, traditional metal marketing often relies on relatively fixed sales models and channels, and the response speed to market changes is slow. This makes it difficult for companies to capture market opportunities in a timely manner and to respond quickly to market challenges. At the same time, marketing methods are usually relatively simple, lack of innovation and differentiation. This may make it difficult for enterprises to stand out in the fierce market competition, and it is also difficult to attract and retain customers. And the traditional metal marketing in the interaction with customers is insufficient, it is difficult to form an effective customer relationship management. It is difficult for enterprises to deeply understand customer needs and

preferences, nor can they provide customers with personalized products and services. Therefore, how to skillfully use Internet technology to innovate the marketing mode of traditional metal enterprises, so as to enhance the competitiveness of enterprises in the market, has become an urgent need to explore.^[1]

2. Theoretical analysis and literature review

2.1 The theoretical basis of traditional metal enterprise marketing mode innovation

2.1.1 Digital marketing theory

Digital marketing refers to the application of digital technology in the business model of enterprises, and the realization of data analysis and data decision-making by enterprises through the construction of Internet platform. Digital marketing theory emphasizes the use of digital technology and the Internet for marketing activities to achieve information and precision of marketing activities. Digital marketing theory provides a theoretical basis for the innovation of traditional metal enterprise marketing model. The digital marketing communication tool is closely related to the core business of communication content, communication channels and communication optimization.^[2] It uses digital means such as big data and social media to carry out precision marketing and realize the personalization and intelligence of marketing activities.

2.1.2 Internet marketing theory

The Internet marketing theory is suitable for the Internet environment. Through the organic combination of marketing elements, it has achieved remarkable marketing results for the use of the platform, which is worth promoting^[3]. Internet marketing theory emphasizes the use of the Internet platform to carry out marketing activities to achieve three-dimensional and expansion of marketing activities. Internet marketing theory provides a theoretical basis for the innovation of traditional metal enterprise marketing model. Enterprises can use Internet means such as e-commerce platform and content marketing to expand marketing channels and realize marketing activities.^[4]

3. Case analysis

3.1 Enterprise introduction-Hongda Metal Co., Ltd.

Background: Hongda Metal Co., Ltd. is a traditional enterprise focusing on the production and export of various metal products. It has long been committed to the deep cultivation of stainless steel products, aluminum alloy products and other fields. In the past, the company mainly relied on traditional sales models such as exhibitions and agents to expand its business.^[5] However, with the advancement of the digital wave, the effect of these traditional channels has gradually weakened, unable to meet the company's growing market demand. In order to adapt to the trend of the times and respond to market changes, Hongda Metal decided to carry out digital marketing transformation and chose to open stores on Alibaba International Station as an important measure to open up new markets and enhance brand influence. This decision marks that Hongda Metal is actively embracing digitization while maintaining its traditional advantages, in order to achieve more robust and sustainable development in a highly competitive market environment.^[6]

3.2 Digital marketing transformation measures

In terms of store operation, Hongda Metal hired a professional e-commerce team to

comprehensively optimize the Alibaba International Station store, from design to product details page, and then to keyword selection, all striving to be perfect to ensure the professionalism and attractiveness of the store. At the same time, the team regularly updates the content so that the store always maintains Active and fresh.^[7]

In product innovation, Hongda Metal introduced digital design and R & D tools to improve design accuracy and efficiency. Combined with the Internet of Things and big data technology, intelligent manufacturing and personalized customization are realized to meet the special needs of customers. In addition, through cooperation with universities, scientific research institutions, to explore the application of new materials and new technology, launched a series of competitive new products.^[8]

In terms of service innovation, Hongda Metal provides an online customer service and intelligent consulting system to achieve 24-hour uninterrupted service. At the same time, through remote technical support and training, to help customers better use of products. The perfect customer relationship management system ensures the implementation of precision marketing and personalized service.^[9]

In terms of channel innovation, Hongda Metal not only opens stores on online platforms such as Alibaba International Station, but also combines offline activities to achieve online and offline integration. In addition, a variety of promotion methods are used to improve network exposure, and cooperate with cross-border e-commerce platforms to broaden international market channels. Through this series of innovative measures, Hongda Metal has successfully realized digital transformation and laid a solid foundation for future development.

3.3 The effect of digital marketing

After a period of in-depth implementation and optimization of its digital marketing strategy, Hongda Metal's e-commerce platform on Alibaba International Station has achieved remarkable results. The exposure rate of its stores has risen sharply, the click-through rate has also increased significantly, and the number of inquiries has increased significantly, which indicates that the market attractiveness and commercial potential of Hongda Metal have been significantly enhanced. The steady increase in the number of orders not only stabilizes the company's performance, but also heralds further sales growth in the future.^[10]

In addition, Honda Metal has established a closer and more direct relationship with global customers through online communication tools on Alibaba International Station. This efficient instant messaging not only speeds up the transaction process, but also improves customer satisfaction. In this way, HTC Metals not only consolidates existing customer relationships, but also successfully opens up new market segments and customer groups, especially in previously hard-to-reach regional markets.^[11]

On the whole, Hongda Metal's digital marketing transformation strategy is all-round successful. Through this strategy, the company not only improves the market visibility and sales efficiency of products, but also enhances the brand image and market share. This change has a profound impact on the overall competitiveness of Hongda Metal, and provides a powerful way for the company to stand out in the fierce market competition.^[12]

3.4 Case enterprise marketing mode innovation practice

(1) Hongda Metal Co., Ltd.: Hongda Metal has carried out a comprehensive strategic layout in the field of short video marketing, not only covering popular platforms, but also accurately positioning specific user groups. By establishing official accounts on multiple platforms, a multi-platform synergy effect is formed to increase brand exposure. In terms of content planning, Hongda Metal combines product characteristics and market demand to create diversified and interesting short videos,

covering product display, application scenarios and other aspects, attracting users' attention. At the same time, it cooperates with well-known KOL to carry out live delivery activities and realize the operation of sales and transformation community. Hongda Metal interacts with users through official fan groups and topic discussions to enhance user stickiness. Regularly hold interactive activities, collect user feedback, and optimize products and services.^[13]

These innovative measures have significantly improved the influence of Hongda metal brand, greatly increased sales performance, improved user loyalty, and comprehensively improved market competitiveness. This successful case not only provides strong support for the future development of Hongda Metal, but also provides a reference for other traditional enterprises in digital transformation and marketing innovation.

(2) Tengfei Metal Products Co., Ltd.: The successful experience of Tengfei Metal Products Co., Ltd. on Alibaba International Station mainly includes three aspects: customized product display, multilingual marketing and real-time online customer service. By displaying products tailored to the needs of different countries and regions, Tengfei Metal meets the diverse needs of global buyers. At the same time, multilingual product description and marketing are used to improve the international exposure of products. In addition, the setting of real-time online customer service effectively improves the communication efficiency with buyers, thereby improving the conversion rate. These experiences enlighten us that enterprises should have a deep understanding of the target market and provide customized products and services; and use multilingual marketing strategies to cover a wider international market; at the same time, set up real-time online customer service to improve customer satisfaction and loyalty.^[14]

(3) Genesis Zinc: Genesis Zinc has successfully used VR technology, data analysis and social media multi-channel marketing to achieve remarkable results on Alibaba International. It uses VR factory visits to allow buyers to experience the production line in an immersive manner, thereby enhancing the buyer's sense of trust. Through integrated data analysis tools, Genesis Zinc has optimized product descriptions, pictures and pricing strategies to make them more in line with buyers' needs. In addition, they also actively promote brands through social media and other digital channels, effectively turning social media traffic into sales opportunities. These experiences enlighten us that using innovative technology, data-driven and multi-channel marketing strategies can effectively enhance buyers' trust and purchase intention, thereby enhancing online sales and expanding brand influence.^[15]

3.5 Case enterprise marketing model innovation analysis

The success of these metal companies in the field of digital marketing stems from a series of innovative strategies they follow together, including the use of digital technology, data-driven decision-making, multi-channel marketing, customer service optimization and continuous innovation. These common points provide strong support for enterprises to stand out in the global market competition.

Firstly, these enterprises innovate and utilize digital technologies, such as 3D product displays, visiting virtual reality factories, and relying on various data elements and digital technologies generated by online shopping operators, consumers can meet their needs anytime, anywhere.^[16] Provide customers with a more intuitive and immersive shopping experience. This digital display method not only meets the deep demand of modern consumers for product information, but also improves the accuracy of purchasing decisions, thereby enhancing the market competitiveness of enterprises.

Secondly, data-driven decision-making has become the key to optimizing marketing strategies for these enterprises. They use data analysis tools to dig deeper into customer data, accurately locate

target markets, and formulate more targeted marketing strategies. This data-oriented approach enables companies to achieve sales goals more efficiently and improve marketing effectiveness and return on investment.

In addition, the implementation of multi-channel marketing strategy enables these enterprises to cover a wider range of potential customer groups. By integrating digital channels such as social media and search engines to strengthen online and offline integrated marketing, enterprises can strengthen online and offline integrated marketing, help enterprises integrate multi-channel marketing strategies, provide a more comprehensive shopping experience, and improve sales efficiency^[17]. It is beneficial for enterprises to expand brand exposure and attract more potential customers' attention. At the same time, it maintains the consistency of brand image and information, and improves brand awareness and customer loyalty.

High-quality customer service is also an important part of these enterprises to establish long-term customer relationships. They are committed to providing personalized shopping advice and services to solve customer problems in a timely manner, thereby improving customer satisfaction and loyalty. This kind of attention and care for customers has won good reputation and repeated purchase opportunities for enterprises.

Finally, the spirit of continuous innovation enables these enterprises to constantly adapt to market changes and maintain a leading position. They pay close attention to market trends and competitor dynamics, and constantly adjust their marketing strategies and product innovation directions to ensure that they maintain a competitive advantage in the fierce market competition.

To sum up, the successful experience of these metal enterprises in digital marketing provides valuable inspiration for other enterprises : innovative use of digital technology, data-driven decision-making, multi-channel marketing, emphasis on customer service and continuous innovation will be the key to the success of enterprises in the future market competition.

4. Countermeasures and suggestions for the innovation of marketing mode of traditional metal enterprises

4.1 Innovative use of digital technology marketing

In today's digital age, the way consumers obtain information has undergone tremendous changes, and traditional marketing methods have been unable to meet the needs of modern consumers. Traditional marketing models may be limited by geography and communication channels, while digital technology marketing can break geographical restrictions and reach potential customers more widely through platforms such as the Internet and social media. In addition, digital technology can also provide a more personalized marketing experience to meet the personalized needs of consumers.

4.2 Innovation of marketing model

The traditional metal marketing model may be relatively simple, and the innovation of marketing model can bring competitive advantages to enterprises. Through the combination of online and offline marketing, emphasizing value marketing, solution marketing and partner marketing, enterprises can better meet customer needs and provide more targeted products and services. This innovation can fully understand customers, enhance customer stickiness, enhance brand image, and thus stand out in a competitive market.

4.3 The change of marketing mode

The market environment is constantly changing, and the needs and behaviors of customers are also

evolving. From the traditional marketing model to a more customer-oriented, all-round, fine-grained and long-term development of the marketing model change, to achieve personalized marketing strategy, is to meet the needs of market changes. Such a change can help companies better establish relationships with customers, enhance customer satisfaction and loyalty, and achieve sustainable growth.

5. Conclusions

To sum up, when metal enterprises innovate marketing mode in Alibaba International Station, they need to pay attention to customized product display, multi-language marketing, real-time online customer service, new technology application, data-driven marketing strategy, social media linkage, cross-border logistics cooperation, credit guarantee service, regular promotion activities, seize the trend of digital marketing, and actively use 3D modeling, intelligent recommendation, VR technology, data analysis, social media and other digital technologies to improve customer experience and sales performance. These innovative measures will help enterprises to better establish contact and interaction with buyers, enhance brand image and sales performance and help enterprises to better meet the needs of international buyers, improve brand awareness and sales performance and stand out in the fierce competition in the international market.

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